To: MWINOKUR--VUS0212A Matthew Winokur

From: Gerard Wirz
Subject: COVINGTON & BURLING

Matt,

Good to see you again last week. At lunch, you asked me to send you a note concerning our needs from Covington & Burling next year. Here are my thoughts:

1. The Swiss CA team has been working a succesful socio-political strategy towards the ETS/Social Acceptability issue. We are keen to intensify their efforts with this new approach, but lack the necessary resources to do what we envision.

   As you know, the Swiss would like to define the smoking issue within a broader "socio-political and public health" context. This requires resources such as:

   - Public health policy experts
   - "Health Economics" experts
   - Sociology/Psychology leaders
   - Economists
   - Philosophers/Ethics professors/Legal experts
   - Gerontologists/Demographics experts

   The goal, as I mentioned to you, would be to provoke a debate on what should define the public health of a nation, and to refocus government programs to address the actual fundamental public health issues of our time.

   If Covington & Burling can help bring like-thinking people from the above fields into a coalition which is supported by PM, then their services will be of tremendous value.

   Of course, it remains to be seen if C&B, or anyone else, can achieve this. On the other hand, if we are succesful, then it will be a program that will interest many other governments.

We are very eager to pursue this program and appreciate all the help you can give us on this important project.

Best Regards,

Gerard Wirz

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